THE "USER-CENTERED" STORY ARC

Use this arc to advocate for
or present your **solution**.

NEED:
What is missing from their life?

Our user needs…

SOLUTION:
What is the focus of your
solution?

We will provide…

USER:
Who are they?
What do they want?

Our user is…

IMPACT:
What is the outcome and/
or impact of your solution, first on
the user, then more broadly?

Which will have this
impact…

conflict

event

character action

resolution

Tension

Time